

TRPP

Trip Reduction
Performance
Program



Create a project for reducing the number of commuters who drive alone

...and get rewarded for your performance!

Proposals for the Trip Reduction Performance
Program are due by **November 29**.



Washington State
Department of Transportation



The following organizations participated in 2003-2005

City of Bellevue
City of Issaquah, Resource Conservation Office
City of Seattle
City of Shoreline
Community Health Association - Spokane
Commuter Challenge
Duwamish Trans Management Association
Everett Community College
Fred Hutchinson Cancer Research Center
Green River Community College
King County
Kitsap Transit
Nintendo of America Inc.
Pierce County

Pierce Transit
Sage Manufacturing
Skagit Council of Governments
Spokane County CTR Office
Spokane Transit Authority
The City of Redmond
The City of Seattle Dept. of Transportation
The Evergreen State College
The Spokesman Review
Unico Properties, Inc.
URM Stores Inc.
WSDOT
WSRO
Yakima Transit

How you can get started:

- 1. Get an information packet from WSDOT**
- 2. Develop a proposal**
- 3. Attend optional training in November**
- 4. Submit a project proposal form by *November 29***
- 5. Check the mail for an announcement about your winning project**

To get an information packet, please contact:

Robin Hartsell, CTR Administrator, at **(360) 705-7508** or by email **hartser@wsdot.wa.gov**. Program details are also published on our Web site at **www.wsdot.wa.gov/tdm/**. WSDOT staff are available to answer questions and help you develop your proposal.



The Washington State Department of Transportation is looking for business leaders to create and manage projects that help get people out of their cars and onto buses, trains, vanpools and other commute alternatives. Whether you're a private employer, public agency, developer, or property manager, you're eligible to compete for funding for motivating people to opt out of their vehicle.

Your company can bring in up to \$100,000 per year by creating a project that reduces the number of employees who drive alone to work. WSDOT will reimburse startup costs and, if you're successful at getting people to take a bus, a bike, or other commute alternative on a regular basis, WSDOT will pay you. The more people that participate in your program, the more money you earn. Exceed your goal, and you'll receive a performance bonus. It's as simple as that.

What's in it for you?

» Gain economic benefits

The Trip Reduction Performance Program makes good business sense. By participating, your organization can generate up to \$100,000 per year in new revenue. Projects with multiple partners can earn even more, up to \$250,000 per year. Reducing employee commute trips may also help you reduce business costs such as taxes and employee parking.

» Meet employee transportation needs

Creating and implementing a commuter benefits program may help you attract and retain talented employees. By providing a variety of commuting choices, you can help employees meet their transportation needs, reduce commuting time, and reduce gas costs.

» Get help getting started

You can get training and personalized help to develop your proposal. If your project is selected, WSDOT will even reimburse you for start-up costs up to 50 percent of your total contracted amount.

» Strengthen your program

If you already have a commute trip reduction program, this Trip Reduction Performance Program can make it even stronger. Expand your program and get reimbursed for adding employee incentives such as free transit passes to encourage employees to ride the bus.

» Demonstrate leadership

By participating in this program, you will play a visible role on issues important to the public. Be known in your community as a company that cares about reducing traffic congestion, pollution, and energy consumption. The Spokesman Review, Nintendo of America Inc., and The Evergreen State College were among organizations that did their part in the 2003-2005 program.



What are some examples of projects?

The Fred Hutchinson Cancer Research Center removed 116 commute trips a day through a “Save the Gas, Earn the Cash” campaign. They reduced parking on and off campus and increased participation in vanpools and carpools.

Spokane County’s Commute Trip Reduction Office removed 985 daily commute trips by encouraging people to use an online commute calendar. Through an innovative Website, they provided financial incentives to reward employees for tracking their daily commute trips and for using commute alternatives.

Unico Properties and Flexcar partnered up for a “Mobility Options and Trip Reduction” project. They encouraged businesses to purchase King County Metro’s FlexPass and to become members of the Flexcar car-sharing service.



Gary Ford proudly displays his *Commuter Challenge Diamond Award* for the employee transportation program at Nintendo of America Inc.



“With gas prices hovering near \$3.00 people are more motivated than ever to look for alternatives to driving alone. Employees are finding that alternative commute modes are major win-wins: they’re saving a lot of money, frequently time too, and reducing their stress, while at the same time alleviating congestion and decreasing air pollution. We find that high gas prices motivate people to leave their cars at home, but the multiple benefits keep them with their newfound alternatives - most don’t go back.”

Gary Ford
Nintendo of America Inc.

“When commuters choose not to drive alone, we all benefit! That’s why we actively support corporate commute benefits. The trip reduction program is a great opportunity for business to partner with government, transportation providers and other businesses to support smart commuting. It’s good for the transportation system, good for the environment, and good for the bottom line!”

Erika Vandenbrande
City of Redmond



What's in it for WSDOT?

During peak travel periods around the state, demand for the highway system frequently exceeds capacity, causing congestion for travelers and shippers and dramatically reducing the efficiency of the system. WSDOT builds new highway capacity to meet peak demands, but the costs are too high to build enough highways to accommodate all of the existing and projected demand.

Removing vehicle trips from the road can be a quick and cost-effective way to balance demand and capacity on the highway system.

The Trip Reduction Performance program is designed so that WSDOT only pays for cost-effective projects that are proven to reduce demand for traveling on the highway system. During the first year of the trip reduction program, contractors removed more than 1.2 million vehicle trips at an average price of less than a dollar a trip.

WSDOT's Trip Reduction Performance Program

The Washington State Legislature created and launched the 10-year trip reduction program through the 2003 Legislative Transportation Funding Package. For 2005-2007 projects, WSDOT is awarding \$1.5 million on a competitive basis to public and private companies that create cost-effective projects designed to reduce commute vehicle trips and commute vehicle miles traveled. Organizations will get paid for each trip they reduce.

What commute options can you use to reduce trips?

- » Carpools
- » Vanpools
- » Buses
- » Trains
- » Ferries
- » Biking
- » Walking
- » Working from home
- » Compressed work hours

Highlights from WSDOT's 2003-2005 trip reduction program

- » 29 projects were completed
- » 14 projects exceeded their goal
- » The program reduced an average of 5,141 daily trips for a total of 1,285,250 vehicle trips for the year
- » The average cost to remove a vehicle trip was 97 cents
- » The overall program goal was exceeded by 41 percent
- » The total award amount paid was \$1,084,217
- » Organizations also collected \$161,508.20 in performance bonuses



**Washington State
Department of Transportation
Public Transportation & Commute Options**

PO Box 47387
Olympia, WA 98504-7387

